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DE RUEHBO #3285 3022325  
ZNR UUUUU ZZH  
R 292325Z OCT 09  
FM AMEMBASSY BOGOTA  
TO RUEHC/SECSTATE WASHDC 0559  
INFO RUEHAK/AMEMBASSY ANKARA 0001  
RUEHBJ/AMEMBASSY BEIJING 0002  
RUEHBO/AMEMBASSY BOGOTA  
RUEHBS/AMEMBASSY BRUSSELS 0011  
RUEHBY/AMEMBASSY CANBERRA 0019  
RUEHDG/AMEMBASSY SANTO DOMINGO 0065  
RUEHGP/AMEMBASSY SINGAPORE 0001  
RUEHGT/AMEMBASSY GUATEMALA  
RUEHME/AMEMBASSY MEXICO 0421  
RUEHMK/AMEMBASSY MANAMA 0001  
RUEHMS/AMEMBASSY MUSCAT  
RUEHMU/AMEMBASSY MANAGUA  
RUEHNY/AMEMBASSY OSLO 0004  
RUEHOT/AMEMBASSY OTTAWA  
RUEHPE/AMEMBASSY LIMA 0501  
RUEHSG/AMEMBASSY SANTIAGO  
RUEHSJ/AMEMBASSY SAN JOSE 0352  
RUEHSN/AMEMBASSY SAN SALVADOR 0024  
RUEHUL/AMEMBASSY SEOUL 0004  
RUEHWL/AMEMBASSY WELLINGTON  
RUEHZP/AMEMBASSY PANAMA

UNCLAS BOGOTA 003285

SIPDIS

E.O. 12958: N/A

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SUBJECT: DEMARCHE DELIVERED: COLOMBIA NOT READY TO CO-SPONSOR WTO  
REMANUFACTURING INITIATIVE

REF: STATE 107233

1. (U) Econoff delivered reftel points and background in a joint demarche with officials from the Embassies of Japan and Switzerland to Juan Carlos Cadena, Director of Commercial Relations within Colombia's Ministry of Trade. Cadena said that the GOC remains committed to eliminating non-tariff barriers (NTBs) in general, but that the Colombian private sector's sensibilities in the area of remanufacturing have necessitated incremental steps for the Colombian Government. The GOC is not ready to be a co-sponsor of the initiative at this time, but Cadena pledged that Colombia would continue to study the proposal, offer constructive input, and consult with industry.

2. (U) Deputy Director of Commercial Relations Maria Eugenia Mesa said that Colombia understood the benefits of remanufactured goods, both in terms of less expensive products for Colombia, as well as the potential to become an exporter of such products. However, she explained the difficulties Colombian industry (particularly electrical appliances and auto parts) had with perceived competition from remanufactured goods during free trade negotiations with the U.S. She noted that in subsequent FTA negotiations with Canada and the European Free Trade Area, Colombian industry was less opposed to liberalizing trade in remanufactured goods, but that the process was a slow one. Finally, Mesa said that Colombia's private sector was generally lukewarm about WTO talks on NTBs in specific sectors (or groups of sectors) because of what Mesa described as the perceived pressure to reduce tariffs in those sectors that inevitably follows.

3. (U) Econoff inquired if the GOC planned to send anyone from Bogota to the November 4 industry-led remanufacturing workshop in Geneva. Cadena responded that Doris Jurado, Counselor at Colombia's Mission to the WTO would represent the GOC at the event.  
BROWNFIELD